

29127 - Analysis of the Prevailing Tourism Climate

Syllabus Information

Academic Year: 2019/20

Subject: 29127 - Analysis of the Prevailing Tourism Climate

Faculty / School: 177 -

Degree: 445 - Degree in Tourism

ECTS: 6.0

Year: 3

Semester: Second semester

Subject Type: Compulsory

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

Several teaching methods will be implemented in class. 'Short-term Tourism Analysis' combines theoretical sessions and practical sessions (press clippings and computer tools will be used). By the end of this course, students will be able to write a short-term report on tourism.

4.2.Learning tasks

Teaching Methodology:

- Lectures.
- Practical exercises.
- Reports and clippings from the economic press.
- Computer lab sessions.
- Student presentations (individual or group).
- Tutorial discussion.
- Final exam.
- Self-study.

4.3.Syllabus

Unit 1. Introduction to short-term tourism analysis.

Unit 2. Short-term report. Basic tools.

Unit 3. Short-term tourism indicators: supply and demand indicators.

Unit 4. Employment, prices and tourism competitiveness.

Unit 5. Leading indicators and confidence indices.

Unit 6. Short-term forecasting methods.

4.4.Course planning and calendar

The course is spread over 15 weeks with 4 weekly classes of 1 hour.

The final schedule will be published on the learning platform Moodle.

Classroom hours:

- Lectures: 35h.
- Practical classes: 22h.
- Tutorial discussion: 8h.
- Exams: 4 hours.

Homework hours:

- Self-study: 78h.

4.5.Bibliography and recommended resources